INFORMATION LETTER

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Canners Repeat Opposition To Potato Marketing Bills

Through two canner witnesses, N.C.A. on May 22 presented to a Senate Agriculture Subcommittee the canning industry's opposition to the inclusion of potatoes for canning in legislation to establish potato labeling and inspection and to prohibit the marketing of potatoes that do not meet the requirements of U. S. No. 2 grade.

Edwin C. Kraus, Big Stone Canning Company, Ortonville, Minn., and Robin M. Kirwan, Phillips Packing Company, Cambridge, Md., told the Senate subcommittee that small potatoes (under U. S. No. 2 grade) are used only for canning, are not competitive with the fresh market, and are an infinitesimal portion of the annual production. They must be freshly dug potatoes to meet the specific gravity requirement of the canning process (less than 1.095) and as a raw product they are a seasonal and perishable commodity unlike many of the fresh market potatoes that will stand up under storage conditions.

The industry's witnesses explained that there is no need for provisions requiring the inspection of grade labeling of potatoes for canning. Such provisions would have no value to the consumer, but would force an added and unnecessary cost on the marketing of the product.

1957 Recommendations for Drosophila Control

A special bulletin on Drosophila control methods in the 1957 season has been issued by the N.C.A. Raw Products Research Bureau. Copies have been mailed to all canners of tomatoes and tomato products.

The bulletin reports findings of control work over the past several years and suggests practices, on the basis of present information, for the control of Drosophila in tomato fields, in harvesting and handling, post-harvest treatment, at receiving and loading stations, and in canning plants.

Major Emphasis at N.C.A. Board Meeting Is on Canner-Grower Relations

The development of a many-faceted program of canner-grower relations received the principal emphasis during the spring meetings of the N.C.A. Board of Directors at the Sheraton-Park Hotel, Washington, D. C., May 22-24, with President A. Edward Brown presiding.

This subject, in various phases, was prominent on the agendas of the Legislative, Canner-Grower Coordinating, and Consumer and Trade Relations Committees, on the day preceding the Board's opening session. One aspect of it was dramatized in the premiere showing of "The Story of John Porter," a color-sound motion picture produced as one of several C.&T.R. canner-grower projects, to encourage the adoption by teen-agers of a career in horticulture, including the growing of canning crops. And the winner of the 1956 Canning Crops Contest, another phase of the activity, was honored before the Directors. The spring meeting thus divided

N.C.A. President A. Edward Brown greets Senator John W. Bricker of Ohio, speaker at the spring meeting of the Board of Directors. Senator Bricker spoke on current governmental matters and presented the N.C.A. plaque to the winner of the Canning Crops Contest, Gary Marlin Bishop.

into three major segments: (1) Committee meetings, tour of N.C.A. facilities by new Board members, and film premiere, on Wednesday, (2) open session of the Board with state secretaries, trade journal representatives and guests from the supply group and other associations, on Thursday, and (3) the closed executive session of the Board on Friday.

Action by the Board

In addition to the several activities and reports involving Canner-Grower Relations, the Board, in official action, at its closed executive session, Friday morning, May 24:

Accepted the report of Nominating Committee Chairman Ivan Moorhouse covering election of two new members to the Executive Committee: Robert L. Peterson, Big Horn Canning Co., Cowley, Wyo., and M. E. Knouse, Knouse Food Cooperative, Peach Glen, Pa. The 1957 Executive Committee now consists of these two members and Charles S. Bridges, Libby, McNeill and Libby, Chicago, Ill.; Milton E. Brooding, California Packing Corp., San Francisco, Calif.; Shell R. Clevenger, Bush Bros. & Co., Dandridge, Tenn.; and Henry W. Hartle, Owatonna Canning Company, Owatonna, Minn.

Moved to accept the report of the Finance Committee, with no changes in the total of the annual budget approved at the February, 1957, meeting in Chicago.

Approved the report of Chairman Louis Ratzesberger, Jr., of the Reappraisal Committee, which recommended no changes in the management and program of the various N.C.A. Divisions, except (1) that the current Consumer and Trade Relations and Consumer Service Committees operate during the balance of 1957 as a committee-of-the-whole and, effective with 1958, be consolidated into a single over-all committee to advise on both N.C.A. programs, with subcommittees for each, and (2) that the activities and operating budget of the labeling program be assigned and distributed among certain of the other N.C.A. Divisions.

Approved the officers' selection of Chicago as the 1959 Convention city, in February, with recommendation that a January date be obtained if possible.

Moved to approve the outline of the 1958 Convention program and schedule, as presented by Chairman E. E. Burns.

Moved reaffirmation of the previous N.C.A. policy position on chemical additives legislation including opposition to compulsory licensing.

Elected as honorary, non-voting members two retired canners: H. N. Riley of the H. J. Heinz Co., and O. E. Snider of Blue Lake Packers, Inc.

Approved the selection by the Executive Committee of the personnel of the Arbitration Boards.

Accepted the resolution of the Association of Canners State and Regional Secretaries advocating a grass-roots public relations program on canner-grower activities involving cooperation between N.C.A. and the state associations.

Farm Youth Film Premiere

The premiere showing of "The Story of John Porter" was held at Hotel Statler, Wednesday afternoon, May 22. Invited guests, totaling about 400, included USDA officials; House and Senate Agriculture Committee members; officers of farm, horticultural, and youth organizations; agricultural writers, editors and broadcasters; and officers and members of the Board of Directors of N.C.A. and the several Committees that were in session that day; and finally other guests from the canning trade.

Earlier in the day there had been meetings of the Legislative Committee, the over-all Canner-Grower Coordinating Committee, and the Consumer and Trade Relations Committee, each of them dealing with their respective phases of canner-grower relations.

In the case of the C.&T.R. Committee, it was pointed out in their deliberations that the C.&T.R. phase of canner-grower relations is not limited to the production of the film. A review of C.&T.R. activities in this area revealed that from the start of the program in 1954, the contributions of raw products research and canner-grower teamwork had been the subject of many releases and programs. Newspaper articles for rural weeklies, radio scripts and taped interviews, and television programs had been arranged, as well as participation two years ago in the annual conference for home and food editors of farm magazines.

During 1955 the C.&T.R. program had produced a more comprehensive program of articles, radio and TV scripts, to dramatize raw products research. Also that year the first contest conducted by the National Junior Vegetable Growers Association was sponsored, wherein teen-age boys and girls took part in a Canning Crops Contest, and the N.C.A. organization to bring about participation at local, state association and national levels was set up. On a pilot basis a national Canning Crops winner was found and honored at the 1956 Convention in Atlantic City. The program grew during the year, involving canners' fieldmen, teachers of vocational agriculture, and the N.J.V.G.A. Convention.

There a color film was made, under C.&T.R. sponsorship, along with footage for a black-and-white film for younger students. Each film is designed to help recruit youngsters into a career of horticulture and certain of those who have participated in N.J.V.G.A. programs and in the N.C.A. Canning Crops Contest, were actors in these films.

On May 22 N.C.A. staged the premiere of the color film. Executive Secretary Carlos Campbell explained the Association's objective in producing such films. Professor Grant Snyder, University of Massachusetts at Amherst, the adult advisor of N.J.V.G.A., expressed his appreciation to the canners, saying that the film represented "one of the finest examples of cooperation and understanding between agriculture and industry" and called for applause for Earl Fultz, producer of the film.

John Porter, 21, of Baldwinsville, N. Y., president of N.J.V.G.A. and leading man of the film, voiced the gratitude of his organization and for the visit to Washington of the four young members of the cast.

Milan D. Smith, Executive Assistant to Secretary Benson, expressed the commendation of the U. S. Department of Agriculture for the Farm Youth Program being conducted under the C.&T.R. program of N.C.A.

All of these comments are reproduced elsewhere in this issue.

Following this, canners and staff mingled during a social hour with their guests; President Brown, Vice President Burns, Secretary Campbell and Prof. Snyder heading the reception line.

During that day, under the program of the C.&T.R. Committee, the visiting youths had been given a round of feting, publicity and prominence that few youngsters are privileged to receive.

Dr. Charles H. Mahoney, Director of the Raw Products Research Bureau, and his assistant, Dr. Edwin A. Crosby, had arranged visits to the facilities of USDA at Beltsville, Md. Nelson H. Budd, Director of the Information Division, had arranged audiences with Governor Sherman Adams, Assistant to the President, at the White House, and with Under Secretary True Morse of USDA.

Robert B. Heiney and Joseph Barish of the N.C.A. Legislative staff had arranged audiences with Vice President Nixon at his office at the Capitol, and with the respective Congressmen of the four youngsters—John Taber, Kenneth B. Keating, R. Walter Riehlman, and Senator Irving M. Ives of New York, and Congressman Jackson E. Betts of Ohio.

Dr. Crosby and Mrs. Jean Way Schoonover of the Dudley-Anderson-Yutzy staff conducted the youngsters on their sightseeing tour of Washington and to their various audiences and interviews.

The Information Division had arranged that Gary Marlin Bishop, of Mount Blanchard, Ohio, winner of the 1956 Canning Crops Contest, be interviewed by Voice of America and by Claude Mahoney for the CBS Farm News network broadcast, and, with valuable assistance from the American Can Company, one of its sponsors had arranged TV network showing on NBC News of the filming of Vice President Nixon's interview with the group. DAY had arranged for an interview with Bishop on the NBC Farm News network radio broadcast by Richard Harkness.

Open Session of Board

With President Brown presiding, this session opened with a luncheon in the Continental Room of the Sheraton-Park Hotel, Thursday, May 25, and was attended not only by Board members but also by secretaries of the state, regional and commodity associations that had been invited, by officers of distributor and supply associations, and special guests from each of these groups, as well as guests from government offices, and trade press representatives.

Featured speaker at the luncheon was Senator John W. Bricker from Ohio, who, after reporting on matters of current concern in Congress and government, made a most felicitous series of remarks, directed to his own constituent, Marlin Bishop, the Canning Crops Contest winner. Young Bishop's response, after receiving the N.C.A. championship plaque, was equally felicitous.

President Brown reported on the new set-up of Laboratory Research administration, describing the functions of the Director of the Research Laboratories, Dr. Ira I. Somers, and naming the other Laboratory personnel: C. A. Greenleaf, Associate Director at Washington, with James M. Reed as assistant; Charles T. Townsend as Associate Director of the Western Research Laboratory; and Walter Yonker as Manager of the Northwest Branch.

President Brown stated that the Research Committee some time ago concluded that our three laboratories should be under the guidance of an over-all Director. "The Committee made that recommendation to the Board, and, as you will recall, the Board approved this appointment," he said.

"The reasons expressed by the Committee and approved by the Board for this appointment were roughly as follows: The N.C.A. maintains three separate research laboratories, which, in the past, have been, to a certain extent, independent in operation. It was felt that the over-all administration of the three laboratories would be better effected if an over-all Director, was appointed.

"Secondly, it was felt that the communications and suggestions of member canners through the three laboratories would be more effective and that perhaps suggestions could be coordinated in a better manner if an over-all Director were designated.

"It was recognized that a closer relationship could be effected with government (both federal and state) and private industry laboratories that are carrying on independent research projects. Often a certain amount of cooperation between our Association and these various agencies conducting research will lead to the inclusion of problems in research being done in these areas which are of concern to us; and conversely, this work should be interpreted to us.

"The Committee and Board took the position that the interests of the canning industry could be forwarded by having an official N.C.A. representative on professional and industry-wide committees concerned in this broad research field. It was with these thoughts in mind that the appointment of an over-all laboratory Director was authorized."

Dr. Somers pledged the cooperation of the full personnel in conduct of technological laboratory research for the N.C.A.

P. K. Shoemaker of the Canner-Grower Coordinating Committee reported on the problems of this activity and offered a proposed program that would involve wide activity on the part of N.C.A. staff, members of the Legislative, Raw Products, Consumer and Trade Relations, and Statistics Committees and Divisions, as well as on the part of individual members, state associations, and others. He defined the problem and outlined proposed activities. Mr. Shoemaker's comments were supported by Howard T. Cumming, 1948 President of N.C.A., who discussed the experience of New York State canners with recent marketing order legislation.

Chairman John C. Hemingway reported for the Legislative Committee, giving the current status of legislation on marketing orders, chemical additives, and wage hour.

The work of the Fishery Products Division was outlined by Director George E. Steele, Jr. and Chairman H. R. Robinson of the Fishery Products Committee.

Secretary Campbell announced that the staff will arrange for the housing of the brokers of canner members at the 1958 Convention and that forms to handle this detail will go out shortly. Members are to inform their brokers that rooms, with advance numbers, will be booked by the staff, working from lists of their respective brokers from the members. Vice President Burns, Chairman of the Convention Program Committee, reported on the proposed schedule of events for the Atlantic City Convention.

Publicity for Film Premiere and Visit of Farm Youths

The premiere of "The Story of John Porter," new color-sound motion picture pointing up the advantages to youngsters of careers in horticulture, including the growing of canning crops, and the visit of four of the young members of the National Junior Vegetable Growers Association to Washington were widely publicized through the machinery of the N.C.A. Consumer and Trade Relations activity, with assistance from other sources.

The Information Division prepared an advance press release which went out nationwide on May 15, announcing the premiere. It also organized a guest list of newspaper and magazine farm editors, broadcasters and telecasters, and made advance contacts with more than 30 Washington representatives of press, radio and TV, supplying them with background and fill-in information. Dudley-Anderson-Yutzy, the public relations firm employed to handle the C.&T.R. Program, augmented this list with New York people and did similar contact work there. The Information Division also prepared a press release for the day of the events, which told about the purposes of N.C.A. in producing the

film, described it, and listed the appointments that had been booked for visiting youngsters, including audiences with Assistant to the President Sherman Adams at the White House; Under Secretary of Agriculture True D. Morse; and Vice President Nixon at his office in the Capitol. Specially tailored copies of the May 22 press release, quoting individual Board and Committee members on the significance of the event, were prepared by the Information Division and sent to the hometown papers of each.

Members of the N.C.A. Legislative staff arranged the audience with Mr. Nixon, with Congressmen of the four youngsters, and with Senator Ives for the New York group. Also it enlisted the help of the Republican Political Campaign Committee, which made still photos of each audience with Congressmen, of the Nixon audience, and made motion picture film of all these audiences. The Committee sent film clips to more than 25 local TV stations of the Congressmen involved, as well as still photos to their hometown newspapers.

Representatives of the DAY organization and of the Raw Products Research Bureau supervised the taking of photos by a United Press photographer illustrating various highlights of the tour of the USDA facilities at Beltsville, Md., and of other Washington sightseeing of the youngsters. These will be distributed to the appropriate newspapers and magazines.

The Information Division arranged for Senator Bricker to present the N.C.A. Canning Crops Contest plague award to the winner, Gary Marlin Bishop of Ohio, and furnished background text materials for the ceremony, also supervising photography of the event. Likewise it arranged for Bishop to be interviewed by Voice of America for an international broadcast at which he was assisted by personnel from the N.C.A. Raw Products Research Bureau and the DAY staff. This broadcast will be made as soon as the tape of the interview, which took place May 22, has been edited. Similarly the Information Division arranged an interview between Bishop and Claude Mahoney of the CBS Farm News program. With DAY and the N.C.A. Raw Products Research Bureau assisting, this interview was taped May 23, and was broadcast over the CBS network Saturday morning, May 25.

DAY arranged for a radio interview between young Bishop and Richard Harkness on the NBC Farm News network show, and assisted at the taping May 23. This broadcast went out over the network, Friday evening, May 24.

With the valuable cooperation of the American Can Company, one of the sponsors of the NBC network Television News (Brinkley-Huntley), the Information Division also arranged that the Nixon audience with the youngsters be telecast. NBC assigned its camera crew to the event and the Division assisted them with captions and background material. This news film was to be shown on the NBC TV News at the earliest opportunity, subject to preemption by other news items.

DAY is working on special feature stories with pictures for the farm publications and trade journals. Some material and pictures were picked up by press and radio representatives at the premiere and the Board meeting, and will probably be appearing shortly.

Status of Legislation

Agricultural trade development—S. 1314 (Ellender of La.), to raise Title I authorizations from $3 billion to $4 billion and extend P. L. 480 to June 30, 1958, was passed by the Senate April 1. H. R. 6974 (Cooley of N.C.) was reported by House Agriculture Committee May 9 and has been cleared by Rules Committee for floor action.

Alaska statehood—H. R. 50 (Bartlett), to provide statehood for Alaska, was approved by House Committee on Interior and Insular Affairs, with amendments, May 28.

Defense procurement—S. 1537 (McClellan of Ark. and McCarthy of Wis.) and a number of companion bills in the House, to create a "Supply and Service Administration" in the Department of Defense for purchase and distribution of common supply items, in line with Hoover Commission recommendations, have been introduced and referred to Armed Services Committees, which are awaiting comments from the Department.

FDA chemical additives—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, would regulate the use of chemical additives in foods. No action scheduled.

Fishermen's Protective Act—Bills to broaden protection of fishermen on the high seas were the subject of a hearing by a House Merchant Marine Subcommittee April 17.

Government contracts—H. R. 722, to amend the Robinson-Patman Act so as to make sales to nonprofit institutions for resale, subject to the Act, will be the subject of hearings by House Judiciary Committee after it receives statements from government agencies concerned.

ICC agricultural exemption—S. 1689 (Magnuson of Wash.) and H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (b) (6) of the Interstate Commerce Act, have been introduced.

ICC private carrier definition—S. 1677 (Magnuson of Wash.) and H.R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of hearings by the Senate Surface Transportation Subcommittee May 6-10.

ICC private carrier registration—S. 1490 (Magnuson of Wash.) and H. R. 5664 (Harris of Ark.), to require private motor carriers to register with the ICC annually, was approved by the Senate Surface Transportation Subcommittee April 12. The Senate Commerce Committee met in executive session May 22 to consider an amendment which would make available to ICC the records of the Internal Revenue Service with respect to the federal highway use tax, in lieu of the annual registration; the Committee postponed further action on the bill indefinitely.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20. N.C.A. opposes.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, were the subject of hearings by the Senate Judiciary Antitrust Subcommittee May 1-22. Similar bills will be subject of House hearings June 5-7.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee April 15-16 and by the Senate Agriculture Committee May 21-22. N.C.A. representatives testified May 22. N.C.A. opposes application to canning.

Poultry inspection—S. 1747 (Aiken of Vt.), providing for compulsory USDA inspection of poultry products, was passed by the Senate April 8. H. R. 6814 was reported by House Agriculture Committee May 20.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than $10 million, was reported by House Judiciary Committee May 22.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good

faith defense against a charge of price discrimination, was the subject of hearings by the Senate Antitrust Subcommittee March 12-20 and March 26-April 5.

Sockeye Salmon Fishery Act—S. 1806, to amend the Sockeye Salmon Fishery Act of 1947 so as to extend regulatory authority of the International Pacific Salmon Fisheries Commission to include pink salmon, was passed by Senate May 22.

Wage-Hour—S. 1853 (Kennedy), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7. The Senate Labor Committee considered the bill in executive session on May 22 and on May 28 but took no final action.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

FDA Publishes Proposal on Dietetic Canned Fruits

The Food and Drug Administration has published in the *Federal Register* of May 28 the N.C.A. proposal for amendment of the definitions and standards of identity for certain canned fruits and its own proposal to establish separate standards.

The FDA proposal would require the use of the term "Artifically sweetened" in labeling the products for which the new, separate standards would be established.

The FDA invited written views and comments within 30 days of the date of publication of the two proposals. Text of the FDA notice will be published in the next issue of the INFORMATION LETTER.

Revised USDA Bulletin on Insecticide Recommendations

A revised bulletin of insecticide recommendations for the 1957 season has been issued by the Entomological Research Division of the USDA Agricultural Research Service.

The bulletin lists the specific tolerances allowed for pesticides applied to raw agricultural products under the Miller amendment to the Food and Drug Act. It also lists the formulation used, the recommended dosage per acre, recommended time of application, and the minimum days from last application to harvest. In many instances it also lists the reference or authority for the dosage rate and formulation.

The bulletin—*Insecticide Recommendations for Control of Insects Attached to Crops and Livestock, 1957 Season* (Agriculture Handbook 120)—may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 65 cents a copy.

The N.C.A. Raw Products Research Bureau suggests that each canner should have a copy for use and reference during the 1957 season.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1956	1957
	(thousands of dozens)	
Canner stocks, Jan. 1	71,017	74,965
Pack, Jan.-April	40,911	43,994
Supply	117,928	118,959
Canner stocks, May 1	60,900	61,323
Canner shipments, April	11,138	13,643
Canner shipments, Jan.-April	57,028	57,636

Stocks of Canned Vegetables on May 1 and Season Shipments

Reports on canners' stocks of canned green and wax beans, lima beans, beets, carrots, corn, and peas have been issued by the N.C.A. Division of Statistics, and detailed reports covering the May 1 stock and shipment situation have been mailed to all canners of these products.

	Carry-over month	Total Supply		Canners' Stocks, May 1		Season Shipments to May 1	
		1955	1956	1956	1957	1956	1957
		(thousands of actual cases)					
Beans, green and wax	July	28,572	28,778	6,836	6,548	21,735	22,231
Beans, lima	Aug.	4,149	4,805	1,716	1,953	2,433	2,852
Beets	July	9,689	11,980	2,737	4,257	6,953	7,723
Carrots	July	2,643	3,468	730	1,373	1,913	2,095
Corn	Aug.	34,530	44,390	8,155	12,812	26,375	31,578
Peas	June	33,006	35,152	4,245	5,941	28,851	29,211

Green Peas for Processing

The 1957 acreage of green peas, planted or to be planted for processing, is estimated at 481,300 acres by the Crop Reporting Board of USDA, on the basis of information as of May 15.

This is 3 percent less than the 1956 planted acreage of 498,260 acres but 5 percent above the 1946-55 average of 456,580 acres.

The acreage intended for canning, at 349,850 acres, is 3 percent above the 340,760 acres planted last year and 1 percent above the 10-year average of 347,180 acres. On the other hand, the acreage intended for freezing is down 17 percent from last year's record high and is 20 percent above the 10-year average.

The 1957 acreage of sweet wrinkled varieties totals 351,800 acres and acreage of semi-sweet wrinkled varieties amounts to 39,600 acres; this compares with a total of 498,260 acres for the two groups last year.

The 1957 acreage of smooth round varieties totals 89,900 acres compared with 93,530 acres in 1956.

In California, where harvesting operations were well under way, indications on May 15 pointed to a production of 13,350 tons. This compares with 20,330 tons obtained in 1956 and the 10-year average of 9,520 tons.

State	10-year ave. 1946-55	1956	1957 Preliminary	Percent change from 1956
	(acres)	(acres)	(acres)	
Maine	7,720	8,000	7,200	−11
N. Y.	28,600	17,000	17,100	+1
Pa.	14,100	12,500	10,500	−16
Ohio	2,800	1,100	1,200	+9
Ind.	3,040	2,800	2,600	−7
Ill.	25,080	30,800	31,200	+1
Mich.	6,930	4,600	6,800	+48
Wis.	132,760	133,100	141,000	+6
Minn.	54,200	64,400	62,900	−2
Iowa	4,320	3,800	(1)	....
Del.	2,540	5,900	6,600	+12
Md.	9,160	10,800	10,500	−3
Va.	2,200	2,400	2,200	−8
Idaho	10,880	14,400	13,400	−7
Colo.	3,810	2,300	1,600	−30
Utah	9,990	6,600	6,800	+3
Wash.	62,930	85,500	75,000	−12
Ore.	56,850	68,800	64,800	−6
Calif.	8,900	14,700	8,900	−39
Other states[2]	8,900	8,700	11,000	+27
U. S. Total	456,580	498,200	481,300	−3
For canning and other processing	347,180	340,760	349,850	+3
For freezing	109,400	157,500	131,450	−17

[1] Included in "other states" in 1957 to avoid disclosure of individual operations. [2] Ark., Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of April has been reported by the Agricultural Marketing Service of USDA at 218,815 thousand pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, APRIL, 1957

	3 Lbs. & over	Under 3 Lbs.	Total
	(thousands of pounds)		
Luncheon meat	16,862	11,606	28,487
Canned hams	19,546	424	19,970
Beef hash	173	5,744	5,916
Chili con carne	687	9,015	9,702
Vienna sausage	110	5,387	5,497
Frankfurters and wieners in brine	12	300	311
Deviled ham	.....	1,045	1,045
Other potted and deviled meat products	11	3,119	3,130
Tamales	74	2,251	2,325
Sliced, dried beef	16	417	433
Chopped beef	3	1,923	1,926
Meat stew	74	10,198	10,271
Spaghetti meat products	150	6,900	7,051
Tongue (not pickled)	89	251	340
Vinegar pickled products	935	1,636	2,572
Sausage	.....	919	919
Hamburger	130	2,175	2,314
Soups	1,027	71,484	72,511
Sausage in oil	222	306	528
Tripe	37	458	495
Brains	.....	177	177
Loins & picnics	3,209	326	3,534
All other products 20% or more meat	414	7,916	8,330
All other products less than 20% meat (except soup)	601	20,690	21,291
Total all products	44,410	164,666	209,076

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 218,815 thousand pounds.

N.C.A. Microanalysts School

The N.C.A. Western Research Laboratory held a special school for instruction in microanalytical methods at the laboratory of the Kuner-Empson Company, Brighton, Colo., during the week of May 6. The company requested the service because their busy packing season coincides with the regular Berkeley and Ogden schools. Other N.C.A. members in the area were invited to participate.

Southern California Processors

Jules Martin of Coastal Valley Canning Co., Oxnard, was elected president of the Southern California Food Processors Association recently at the group's annual meeting.

W. E. Beach of Burbank Canning Co., Burbank, was elected treasurer, and Elmer H. Howlett, Los Angeles, was re-elected secretary.

Forthcoming Meetings

June 2-3—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

June 3-7—42d National Conference of Weights and Measures, Sheraton Park Hotel, Washington, D. C.

June 4—USDA Meeting on Tomato Juice Color, Conference Room 3046, South Building, USDA, Washington, D. C.

June 7—USDA Meeting on Tomato Juice Color, N.C.A. Western Research Laboratory, Berkeley, California

June 7—Tidewater Canners Association of Virginia, Inc., Annual Meeting, Indian Creek Yacht & Country Club, Byrdton (near Kilmarnock)

June 11—USDA Meeting on Tomato Juice Color, Continental Can Company Research Laboratories, Chicago

June 9-13—National Association of Retail Grocers, 58th Annual Convention, Navy Pier, Chicago

June 12—National Red Cherry Institute, Spring Meeting, Leathem Smith Lodge, Sturgeon Bay, Wis.

June 17-19—Maine Canners Association, Spring Meeting, Colony Hotel, Kennebunkport

July 18-19—National Kraut Packers Association, 50th Annual Convention, Catawba Cliffs Beach Club, Port Clinton, Ohio

June 26-29—Processed Apples Institute, Inc., 6th Annual Meeting, The Greenbrier, White Sulphur Springs, W. Va.

July 22-24—National Macaroni Manufacturers Association, 53rd Annual Convention, Grand Hotel, Mackinac Island, Mich.

Aug. 5-7—International Apple Association, Inc., 63d Annual Convention, Cincinnati, Ohio

Oct. 10-12—Florida Canners Association, 26th Annual Meeting, Americana Hotel, Bal Harbour

Oct. 20-23—National Association of Food Chains, 24th Annual Meeting, Sheraton Park and Shoreham Hotels, Washington, D. C.

Oct. 28-31—National Industrial Packaging & Handling Exposition of 1957, Convention Hall, Atlantic City, N. J.

Nov. 4-6—Iowa-Nebraska Canners Association, Annual Meeting, Hotel Fort Des Moines, Des Moines

Nov. 7—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 11-12—Wisconsin Canners Association, 53d Annual Convention, Schroeder Hotel, Milwaukee

Nov. 20-22—Indiana Canners Association, Fall Meeting, French Lick-Sheraton Hotel, French Lick

Nov. 21-22—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Nov. 24-25—Pennsylvania Canners Association, 43rd Annual Convention, Yorktowne Hotel, York

Dec. 5-6—New York State Canners and Freezers Association, 72d Annual Convention, Hotel Statler, Buffalo

Dec. 9-10—Ohio Canners Association, 50th Annual Convention, Neil House, Columbus

Dec. 14—National Food Sales Conference, National Food Brokers Association, The Conrad Hilton, Chicago

Jan. 6-8—Northwest Canners and Freezers Association, Annual Convention, Olympic Hotel, Seattle

Jan. 9-10—Canners League of California, 35th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 20-23—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 51st Annual Convention, Atlantic City, N. J.

Jan. 27-29—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montebello, P. Q.

March 2-5—National Association of Frozen Food Packers, Annual Convention, The Conrad Hilton, Chicago

March 21-22—Utah Canners Association, 46th Annual Convention, Hotel Utah, Salt Lake City

March 24-25—Canners League of California, 54th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

Bulletin on Blueberry Growing

Research advances in selection and breeding of superior blueberry varieties have helped to push commercial value of the crop, exclusive of wild berries harvested, to more than $11 million a year, reports the USDA in a recently revised publication, Farmers' Bulletin No. 1951, entitled *Blueberry Growing*.

Written by a USDA horticulturist for home gardners and commercial growers, the bulletin discusses cultural practices such as propagation, cultivation and care of varieties, drainage requirements, mulching, and pruning of the six most important species of blueberries grown in the United States. These are Lowbush, Highbush, Dryland, Evergreen, Mountain, and Rabbiteye.

In addition, the bulletin makes recommendations concerning soil conditions, climatic conditions, and time and methods of harvesting and marketing. It also discusses crop value and commercial use of each variety and suggests cultivation and marketing areas.

Discussion of how to grow blueberries in home gardens is also included in the 33-page bulletin. It suggests that perhaps the most important factors for thriving growth of the berry in home gardens are naturally moist, acid soils, such as those suitable for azalaes, laurel, and rhododendrons. It also mentions insects and diseases affecting blueberries.

Wild blueberries or huckleberries still make up a substantial part of the total harvest for the commercial market and increase the total value of the crop. A detailed map showing areas in which different varieties of wild blueberries are harvested is included in the bulletin.

Single free copies of *Blueberry Growing* (Farmers' Bulletin No. 1951) may be obtained free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Big Year for Chemical Thinning of Fruit Trees Reported

Thinning apples and other deciduous tree fruits by means of chemical sprays, to get fruit of better size and finish and to achieve annual rather than biennial bearing, is expected to gain increased popularity with commercial growers this year, the USDA reports.

The use of dinitro compounds (mainly in the West) and hormone-type sprays (mainly in the East) during the past ten years has resulted not only in a more marketable fruit, say USDA horticulturists, but has broken up biennial bearing, or "on" and "off" years of heavy and light fruiting, thus making crops more uniform each year.

Another advantage is the lower cost of spray thinning compared to hand thinning, and the need for less hand thinning. Growers have found that chemical thinning in the average orchard cuts costs of supplementary hand-thinning, when the latter operation is necessary, from one-fourth to nine-tenths. Hand thinning of heavily loaded trees may run as high as $75 to $200 per acre, compared with a spray application costing $5 to $6.

Horticulturists of USDA's Agricultural Research Service point out that fruit trees do a partial job of thinning themselves. Usually not more than 5 to 20 percent of apple blossoms set fruit. Thinning may be required to reduce fruit set by a relatively small percentage of some varieties, but it is especially needed on varieties that tend toward "snowball" blossoming and to biennial bearing habits.

Although many questions about chemical thinners have been answered through research, much remains to be learned about the actual mechanics of their operation on living trees. Identical applications on the same trees in succeeding years may have very different results.

Variations in results may be caused by timing of application, weather conditions, vigor of trees, concentration of spray material, varieties treated, thoroughness of pollination, winter injury, frost damage, and other factors.

Yet the use of these sprays is of such economic value, say USDA fruit specialists, that fruit growers have been willing to employ them despite the variability of results.

Spray-thinning research began in the early 1930's when growers asked for a spray that would entirely defruit apple trees of varieties that would not pay their way. This eliminated the expense of spraying and harvesting a crop for which there was no market. After this initial venture in total crop removal, emphasis passed to finding spray materials that would break up biennial bearing in varieties having that tendency.

Chemical thinners add another to the arsenal of sprays already widely used by commercial orchardists in fruit production. Insecticide and fungicide sprays aid in insect and fungus-disease control, nutritional sprays are sometimes applied to the dormant tree or to the leaves to make better-nurtured trees, and sprays are used to keep fruit from dropping until the orchardist is ready to pick it.

A few of the stop-drop sprays are identical to some spray preparations used for chemical thinning. Thinning sprays are usually not recommended for use in combination with other spray materials that require uniform coverage; blossom-thinning sprays are best used selectively from tree to tree.

USDA Revises Regulations on Processed Foods Inspection

USDA has revised its regulations for inspection and certification of processed fruits and vegetables and certain other processed food products.

The revision establishes new sampling plans and acceptance procedures which are designed to provide a more equitable basis for determining the grade of a lot of processed foods or its compliance with a specific grade or specification.

Statistical procedures were used to formulate new sampling plans which will indicate the number of samples to be selected from different-sized lots of processed foods. The new sampling plans will indicate, in most instances, a minimum level for determining grade or compliance with contracts.

The revision also will have the effect of amending all standards for processed foods which contain a scoring system for establishing grades. Procedures are established for establishing the grade of lots of processed foods.

Text of the revised regulations was published in the *Federal Register* of May 22. The amendments become effective July 1.

FDA Publishes Proposal on Standards for Fruit Jelly

Notice is given in the *Federal Register* of May 23 that the Food and Drug Administration has received a petition asking that the definition and standard of identity for fruit jelly be amended to include a jelly prepared from the fruit of the prickly pear cactus.

Following is the text of the FDA notice, as published in the *Federal Register:*

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

Food and Drug Administration

[21 CFR Part 29]

FRUIT BUTTERS, FRUIT JELLIES, FRUIT PRESERVES, AND RELATED PRODUCTS; DEFINITIONS AND STANDARDS OF IDENTITY

NOTICE OF PROPOSAL TO ADOPT DEFINITION AND STANDARD OF IDENTITY FOR PRICKLY PEAR JELLY

In the matter of adopting a definition and standard of identity for prickly pear jelly:

Notice is given that a petition has been filed by Cahill Desert Products Company, 2815 North Twenty-fourth Street, Phoenix, Arizona, a manufacturer of prickly pear jelly, proposing that the definition and standard of identity for fruit jelly be amended to include a jelly prepared from the fruit of the prickly pear cactus.

Pursuant to the provisions of the Federal Food, Drug, and Cosmetic Act (secs. 401, 701, 52 Stat. 1046, 1055 as amended 70 Stat. 919; 21 U.S.C. 341, 371) and the authority delegated to him by the Secretary of Health, Education, and Welfare (22 F.R. 1045), the Commissioner of Food and Drugs invites all interested persons to submit their views in writing regarding the proposal published herein. Such views and comments should be submitted in quintuplicate, addressed to the Hearing Clerk, Department of Health, Education, and Welfare, 330 Independence Avenue S. W., Washington 25, D. C., prior to the thirtieth day following the date of publication of this notice in the *Federal Register.*

The petitoner proposes that § 29.2 *Fruit Jelly; identity; label statement of optional ingredients* be amended by adding to the list of fruits in paragraph c, after the line "Pomegranate . . .", the line "Prickly pear cactus fruit . . . 11.0."

Dated: May 17, 1957.

[SEAL] GEO. P. LARRICK,
Commissioner of Food and Drugs.

Introductory Remarks at Film Premiere

**By Carlos Campbell,
Executive Secretary,
National Canners Association**

Canning, as we all know, is closely allied with all of the agricultural sciences. Our industry has a particularly big stake in the horticultural advances which have been accomplished by the U. S. Department of Agriculture and in the experiment stations and land-grant colleges. The quality of the canned product depends to a great extent on the quality of the raw product. N.C.A. has, therefore, worked closely with many horticultural scientists, and the resulting cooperation has been greatly appreciated by canners and ultimately by consumers, as shown by the consistently upward sales trend for canned foods.

Two years ago N.C.A. was invited to participate in the program of the National Junior Vegetable Growers Association. This is an organization of boys and girls who have accomplished some outstanding things in the area of growing and marketing vegetables and fruits. All of us know how much the future of our country and our whole way of life depends on our youth. In N.J.V.G.A. we have an organization which is fostering the character traits we need most to encourage—traits of thinking and planning, organization and leadership, citizenship and participation in community life. And, added to these, it provides the incentives to interest boys and girls specifically in the field of horticulture.

Since the National Canners Association is also interested in young people and in encouraging them to take on projects which help them become mature adults, we were quick to accept the invitation to help establish a fruit and vegetable production and marketing contest in the processing field as part of the N.J.V.G.A. program of activities. The two men primarily responsible for planning how N.C.A. could best participate are Professor Grant Snyder, professor of olericulture at the University of Massachusetts and adult advisor to N.J.V.G.A., and Dr. Charles Mahoney, Director of our own Raw Products Research Bureau.

During the course of our cooperation with N.J.V.G.A., it has become obvious that the field of horticulture is attracting fewer and fewer young scientists. Apparently they are unaware of the many career opportunities it offers. Engineering, medicine, even other aspects of agriculture, have been presented as exciting and rewarding fields in which to work.

N.C.A. was eager to make a contribution in telling our teenage youth about the dramatic possibilities of a career in horticulture. We started planning this activity with Professor Snyder nearly a year ago. Since then we have worked closely with N.J.V.G.A. members and their leaders in telling the story in a form which can reach young people at the time and in the places where they are making decisions about their future. This is a film designed to be shown to the 16- to 19-year-old boys and girls in their high school and college classes and clubs. It is both an educational and vocational guidance film and will be described as such in the material we will send out.

And now we would like to present it for you, the film called "The Story of John Porter."

Acknowledgment for N.J.V.G.A.

**By Grant Snyder,
Adult Supervisor,
National Junior Vegetable
Growers Association**

Mr. Campbell and members of the National Canners Association, I am very proud that N.J.V.G.A. and I personally could be a part of this story. N.C.A.'s participation in our program, and this film in particular, represent in my estimation one of the finest possible examples of cooperation and understanding between industry, agriculture, and the academic world.

N.C.A. is making a great contribution to the field of horticulture, and a great contribution to the boys and girls who need guidance in choosing a suitable career. As a result of our activities in N.J.V.G.A. a large percentage of our members graduate into horticulture. But as a whole the millions of teenagers in this country haven't had access to the understanding of the field and the inspiration of its leaders which are necessary to attract them to it.

In making this film the National Canners Association has done us a great service. I know horticulturists and teachers all over the country will be just as enthusiastic, and just as appreciative, as I am.

I'd like also to thank Earl Fultz, the producer who did such a good job in interpreting our organization and its objectives on film.

And finally I'd like to introduce a few members of the cast, the boys and girls, future horticulturists, who make N.J.V.G.A. what it is.

First, Miss Sarah Pratt of Ithaca, N. Y.; Marlin Bishop, from Mount Blanchard, Ohio, winner of the N.C.A. Canning Crops Contest for 1956; Ralph Harper, Rochester, N. Y., 1956 winner of the Variety Trials Contest; and finally John Porter, whom you know pretty well already.

Statement of John Porter

**By John Porter,
President, National Junior
Vegetable Growers Association**

I'd like to say a few words for all of us who are members of N.J.V.G.A. We had a lot of fun making this film—it's our first time being in the movies. We're all proud of the story this movie tells, and we think it is effective too. I'm only one person, but you might be interested to know that, up at Cornell, I really did switch my major from poultry husbandry to horticulture.

Commendation on Behalf of the Secretary of Agriculture

**By Milan D. Smith,
Executive Assistant to
The Secretary of Agriculture**

Having been a part of the food processing industry for many years and now an official in the United States Department of Agriculture, I can especially appreciate the excellence of the film we have just seen. The citizens of our nation owe a great deal to the food processing industry for its contribution in helping to create an ever higher standard of living for our people.

I congratulate the National Canners Association for their sponsorship of the Farm Youth Program to encourage the young people of our country in the field of horticulture, particularly with emphasis on the growing of fruits and vegetables.

It is always gratifying to see an industry demonstrating interest in our young people for certainly the future of our great Nation is related closely and directly with the proper training of our youth.

Earlier today members of the National Junior Vegetable Growers Association who are here visited the Department of Agriculture and also the White House. Those who greeted them, I am sure, were impressed with the accomplishments in their chosen field of those young people represented.

It is a privilege to be with you on this occasion and to share in a program honoring members of the N.J.V.G.A. Congratulations to all who have made it possible.

Address

By The Honorable John W. Bricker, Senator from Ohio

I am delighted to be with you, and especially delighted because there are so many from my home State of Ohio, which has such an important place in the industry in which you are so vitally and constructively interested.

When Nelson Budd called me, I told him I would be happy to come here, and this seems to be a busy day shaping up.

I note that this is about the fiftieth year of your existence and work. I had the privilege of being on the Board of Trustees of Ohio State University along with a great American, a great citizen of the world, Charlie Kettering.

Not long ago we were sitting around a table, talking about the progress that is being made in science and industry and in agriculture, in which he is vitally interested, and medicine particularly, and I said to him, "Do you expect this great, tremendous development and research program to continue?" And he said, "The next 50 years will develop so many things greater than we have seen in the last 50 years that it staggers the imagination."

He said: "We are merely crawling along in darkness looking for the great development of the years to come."

I said, "Along what line do you think it will be?" And he said, "If I knew, we wouldn't be waiting on it."

So there is much work to do, and you are truly pioneers in that field.

I was asked something about the work of the Congress of the United States.

This is the center, of course, not only of our country, economically and politically, really in many ways socially, but it is likewise the center of the world.

I went not long ago with some agriculturists from Columbus, Ohio, who wanted to present the President with a Black Angus heifer for his farm up in Gettysburg. He was well pleased, and kept them longer than we had an engagement for, and yet, as we rode back to the Senate Office Building, one of them said to me, "It is hard to realize that we have been with the most powerful and most prominent man in the whole world today." And such is the importance of our government, its development, and its future.

Your business is complex. The changes have been great in the past 50 years. I can't tell you about that. You know it better than I. And yet, the complexities of government, I think, have outrun those of industry and business generally.

I remember some two or three years ago, when an important bill was up for consideration, that a great Senator, one of the great Senators of my whole acquaintance, Walter George, passed by the table. I stopped him and asked him a question or two, and he said, "John, do you realize that this government is just getting so big that nobody comprehends it and in many respects it is getting out of control." And that is literally true today. The Congress has been, of course, guilty in the first place of passing many laws without an understanding of the cost that ultimately would be incurred. They have passed many laws with open-end power to the boards and bureaus and commissions of the government.

Originally, this government was constituted as one divided, not clearly divided, but rather divided substantially into three definite parts—the executive, the legislative, and the judicial. The legislative power to determine policy, the judicial power to interpret the Constitution and the laws that were passed by the Congress in the light of the basic fundamental laws of the land, and the executive power to carry them out.

Since 1887, when the first administrative board was established, that being the Interstate Commerce Commission, there has been built up here in Washington as a result of the Acts of Congress, a great bureaucratic, all-powerful and dominating area of the government which partakes of the legislative, executive, and judicial power of the government in the first instance. The independent agencies pass rules and regulations. They pass upon the question of whether the citizens of our country, and the industry of our country, and even your associations are complying with those rules and regulations. Not only do they do that, but they administer the laws likewise under authority from the Congress of the United States. And that administrative authority has grown so great that in the words of Senator George, it is, in a way, out of control.

We have battled for many, many years to stop the open-end statutory power given to these boards, and to limit them within the definite terms of the laws that were passed. And just now there is a great demand that before any authorization is passed, there be an estimate of the ultimate cost of the program. And of the cost of administering that program in the years to come.

I can no better emphasize it than by the fact that the House just last week took out of the appropriations bill the money for continuing the soil bank program. The bill was passed by the House and the Senate last year, and I do not mind saying to you that in my judgment it is entirely wrong for the Congress through an appropriation bill to nullify a statute which was passed within a year without the experience upon which to predicate judgment as to its effectiveness. But that is going on as a result of the popular demand at the present time for a cut in the cost of government, and the demand is well founded. Not only is the cost of government here at Washington going up at an unprecedented degree, but likewise local and state taxes are increasing to the point where at the present time about one-third of the average citizen's income goes to the cost of government.

This government was established to keep men free, make them free, give them the right of liberty and the pursuit of happiness. If a man pays one-third of his income for the cost of government, it means that for that one-third of his working time he is not a free man. He is working for his government, and his income is not his to dispose of or use to his own best interests.

I am not criticizing the many functions that the government is in because they have come as a result of the demands of the people of our country for service from the government. But, after all, the Congress is presumed to, and should represent the over-all public interest. As a result of this present clamor—and I think it is a very wholesome thing—there is going to be a more critical analysis in the days that are ahead as to whether the public interest is actually represented, or a specialized interest of some segment of our society.

The incidents that could be cited are endless. There are many things developing in agriculture that are of vital importance to you and to the country generally. We are more or less favored in our great State of Ohio, Mr. Chairman, because we have a ready market available there, a consuming market without the tremendous cost of transportation that is incident to some parts of our country as a whole. And so we cannot analyze all of the agricultural statutes in the light of our state alone.

But there has been an advance guard in the Middle West in the development of agricultural processes and programs. The federal government at the present time has invested billions upon billions of dollars of the taxpayers' money, invested in surplus crops. We cannot cut it out altogether at the present time without causing a shock to our economy that would be unbearable, and might lead to disaster economically. And yet there must be on the part of the government a consideration given to the time when agriculture will stand on its own feet again, and be free from government control and not depend upon government for the purchase of surplus crops.

PHOTOS OF FARM YOUTH GROUP

THE National Canners Association honored four outstanding 'teenage members of the National Junior Vegetable Growers Association in a two-day whirl of events during the spring Board meeting in Washington.

They were Gary Marlin Bishop, 17, Mt. Blanchard, Ohio, winner of the 1956 Canning Crops Contest conducted by N.J.V.G.A. and supported by N.C.A. through its continuing Consumer and Trade Relations Program; John Porter, 21, Baldwinsville, N. Y., president of N.J.V.G.A. and title role actor in the new N.C.A. color-sound motion picture, "The Story of John Porter," which was premiered during their visit; Sarah Pratt, 17, Ithaca, N. Y., secretary of the New York 4-H Vegetable Growers; and Ralph Harper, 18, Rochester, N. Y., winner of the 1956 Variety Trials Contest and member of the N.J.V.G.A. executive committee.

All of them are members of the cast of the movie, and were introduced at the premiere. During their visit N.C.A. took them sightseeing in the Capitol, showed them the facilities at the USDA Plant Industry Station at Beltsville, arranged audiences with their respective Congressmen and with Senator Irving M. Ives for the New York youths and Senator John W. Bricker for young Bishop. Also they were received by Vice President Nixon, Under Secretary of Agriculture True Morse, and Assistant to the President Sherman Adams at the White House.

The pictures on these two pages illustrate their various activities.

PHOTOS ON THIS PAGE

Upper left: The winner of the N.C.A. 1956 Canning Crops Contest, Gary Marlin Bishop of Mount Blanchard, Ohio, received the N.C.A. award plaque from the hands of Senator John W. Bricker of Ohio at the open meeting of the Board of Directors on May 23. Looking on is E. L. Drollinger, extension horticulturist, Ohio State University, agricultural advisor to Bishop.

Upper right: As part of the tour of the Washington, D. C., area, which was arranged for the Farm Youth Group by the N.C.A., three of the group visited the USDA Plant Industry Station at Beltsville, Md. In the photo are Ralph Harper; Gary Marlin Bishop; Dr. Paul C. Marth, plant physiologist in USDA's Agricultural Research Service; and John Porter. Dr. Marth is pointing out some of the outstanding growth responses obtained from applying gibberellic acid to economic plants.

PHOTOS ON PAGE 201

Upper left: In the office of Vice President Richard M. Nixon are Gary Marlin Bishop, Ralph Harper, Mr. Nixon, Sarah Pratt, and John Porter.

Upper right: John Porter; Sarah Pratt; Gary Marlin Bishop; and Ralph Harper.

Center left: The Ohio group on the steps of the Capitol building (left to right) are E. E. Richard, H. J. Heinz Co., Bowling Green, member of the Board of Directors and Ohio representative in the N.C.A. Farm Youth Program; Mrs. W. T. Creamer; Gary Marlin Bishop; W. T. Creamer, New Vienna Packing Co., Wilmington, member of the Board of Directors; Congressman Jackson E. Betts; E. L. Drollinger; and Mrs. Jackson E. Betts.

Center right: The New York group (left to right) are E. E. Burns, Alton Canning Co., Inc., Alton, Vice President of the N.C.A.; Dr. Arthur Pratt, Cornell University horticulturist; William H. Sherman, secretary, New York State Canners and Freezers Association, Inc., Rochester; Miss Pratt; and Norman L. Waggoner, Jr., Olney & Carpenter, Inc., Wolcott.

Bottom left: Gary Marlin Bishop is congratulated by True D. Morse, Under Secretary of Agriculture, in his office as N.C.A. President A. Edward Brown looks on.

Bottom right: At the White House with Sherman Adams, Assistant to the President, are (from left) President Brown, Gary Marlin Bishop, Ralph Harper, Miss Pratt, Governor Adams, John Porter, and Grant Snyder, adult supervisor to N.J.V.G.A.

That day will come ultimately as a natural event in our country. Population is going up at a rate of two and one-half million a year, and productive land is being taken out of productive uses by the hundreds of thousands of acres annually.

The roads that are being built, the cities that are being expanded, the factories that are being built in the rural communities of our country that heretofore have been given to agricultural production, soon will cause those lines of consumption and production to cross, and then we will need all of the ingenuity that we can possibly bring to bear upon the agricultural program to keep up with the consumption needs for foods and feeds and fibers in this country.

I mentioned a moment ago that I am a member of the Board of Trustees of Ohio State University. We have in that University a great agricultural program which is constantly testing, as nobody knows better than the young man honored here especially today, how to produce better crops, how to get more per acre, how to better process it, and how better to get it to the consumer.

I have been often asked a question, isn't that inconsistent with your responsibility in Washington? But when the lines of production and consumption that I mentioned a while ago cross, all of the educational development of our country in the production of foods and feeds and fibers will be called to use for the consuming public in the years that are ahead, and so there is nothing really in the long run inconsistent in the two programs.

The agricultural program here is essentially a local one to tide over a very trying time in agriculture.

A book came to my desk just a couple of days ago that I think is one of the most important documents that I have seen in a long time. I have not yet completely read it, but I have scanned it. It is a report of a commission which was authorized in the last session of Congress to look into the industrial utilization of agricultural products—some that I never heard of and some uses that I never imagined would be possible.

But therein lies a great promise for the future for those who work with the soil, work with living things, and are trying to do a better and better job as the years go by. I remember that out of tomato plants, in which you are interested, Bishop, there is a production at the present time of not only synthetic vitamins, but also of many other medicinal products.

Likewise, there are some of the agricultural plants of the country particularly adapted to development of hormones. As I look over this community here today, I don't see anybody who would be in need of them, but nevertheless there might come a time when they could be in demand.

But it staggers the imagination when we think of the possibilities, and when we realize that industry in the last year, and government, put into industrial research billions upon billions of dollars.

I think the figure runs about three and a half or four billions of dollars. In agricultural research there have only been about, I think, $250 million —that may be off by as much as $50 million—into the production of the things that people are going to need in their daily living. And so this program does offer great promise for the future.

You might be interested to know some of the things that we are dealing with in the Congress. I attended a meeting this morning on radioactive fallout. On that subject there has been a lot of good reporting in the press. There has been a lot that has been dangerous. There has been a lot that has been bad published in recent years, so we are trying to get an up-to-date definitive statement as to what the situation actually is in regard to fallout.

A part of that fallout, especially strontium and caesium, goes into the animals that eat the grass and goes into the vegetables growing in the soil. Then a certain percentage of it remains in the products that are finally consumed by humans. When we realize this, we can see that it is not only vital to industry, but it is vital to agriculture and it is vital to every American citizen to know just where we stand in this field.

Of course, we can't control fallout completely because a nation considered the enemy of everything we cherish and hold dear likewise has a control over what is done in the atomic field, with this great new force which has been brought to mankind.

But it can be turned to peaceful uses. It can be turned to great constructive purposes in the agricultural field.

A couple of years ago I was down in Peru and I talked there to one of the great anthropologists and archeologists of the world who had been President of the University of Cuzco, and at the present time is associated with the State Department. He happens to be from Pennsylvania, but he has been in Peru some 40 years. I talked with him about the old Inca civilization. He said in a period of about 400 or 500 years, the Incas took one species of animal. They developed three types from it, one for pack purposes, a second for food purposes, and a third for the wool or the hair that was used in the making of clothing.

Now, as a result of experimentation in livestock development and cross breeding, selectivity of types, we are able to do what they did in 400 or 500 years in the course of 20 or 25 years. In the development of agricultural plants, through knowledge gained in radiation work, we have brought the mutation time from approximately 20 years down to a period of a year and a half or two years.

Not only have we been able to develop better crops, but we have been able to develop more per acre. We have been able to put more oil in the peanuts that are growing. We have been able to eliminate many of the diseases that affect agriculture, especially in the plant life, and the development of the vegetables.

Not only are we able to do that through the experimental work that is going on now at the Atomic Energy Commission, but likewise out at Beltsville where you were able to visit, Bishop, just a couple of days ago. We have been able to develop also insecticides that are more effective, the ultimate result of which we have to wait upon. We have likewise been able to develop more effective fertilizers, to determine the time when fertilizers should be used, whether it should be applied foliagewise, or in the soil, through the roots.

There is an interesting and fascinating story in regard to that development that I think I can take the time to give you. It was about the time of our Revolution when George the III of England found his fruit trees were becoming depleted in their production. He decided to try an experiment and that experiment was wrapping the trunks and the limbs in the dormant time of the year with fertilizers, tying it on with sacks or however he did it.

He was able to bring the orchard back to a fuller production.

The story remained forgotten for a long time, but about 40 years ago an orchardist in the State of Oregon tried something of the same kind with the same fine constructive results. He didn't know why. Within the past few years, though, it has been easily determined through the use of tagged isotopes out of the radioactivity program that fertilizer can be applied to the limbs and to the trunks of trees in the most dormant time of year and can be picked up a few hours later at the tip of the roots and the tip of the limbs.

So that there is an activity going on even in the dormant season.

That leads into an experiment started in Germany 50 years ago in the fertilization of vegetables by leaf, the foliage fertilization which has become almost standard in this country.

The why of it has been now finally revealed through the use of these radio isotopes.

So, we do look forward to a great and productive half century ahead if only we can preserve the peace of the world through a time of maniac leadership in important parts of the world, a diabolic, godless leadership.

We must keep from starting that holocaust which can ultimately destroy the world and the people that live in it.

I have felt at times, as I have listened to the testimony, that if an all-out hydrogen-atomic war should transpire—should come about—it would be a worse holocaust than anyone ever could imagine. It might even exterminate the human race of which we are a part.

It is not inconceivable that that could happen, and so the paramount program of the Congress and of the great President of the United States is to preserve the peace of the world so that some day in God's good time the people of the earth will be represented by their leadership and have a voice and a vote in their government, and its policies, as we do here in this free country.

If we could have the Bill of Rights established in the Constitution and become a definite part of every nation of the world I would have no fear of the future. But that is a challenge to the leadership and the elected representatives of the people of our country today: to preserve the peace of the world until the day when sanity will prevail among the leaders as it does among the people of the world at this hour.

Presentation of Canning Crops Contest Award

By The Honorable John W. Bricker, Senator from Ohio

Now I come to the very pleasant part of what I have to say, and that is to present to one of my fellow Ohioans a special award.

This boy—and I like to think of him as a boy; he is a senior in high school—is from Mount Blanchard, Ohio, right close to where the song was written, "Down by the Old Mill Stream," written on the banks of the Blanchard River which flows through his city and not very far from his farm.

Marlin Bishop is a senior in high school at Mount Blanchard, Ohio. He is a member of the Future Farmers of America, president of that organization in his home community, co-captain of the football team. He played baseball and basketball, is a three sports letter man, senior class president, junior class vice president, assistant Sunday school secretary of the Nazarene Church, and on the staff of "Leaves of '57," which is the school yearbook.

The habits of life are determined in the youngster's days in school, and as a result of that accomplishment and constructive leadership, I predict that this boy will be a leader in any place where he goes in later life. He has told me that he intends to come to the State University, and he is a wise boy for doing that.

I say that in the light of the fact that your president is from Michigan. That is a small school up in the northern state adjoining Ohio.

We have had some contact with them in the past. They used to be in football. We made up a little bit, although last year wasn't very encouraging, but I shall never forget when Francis Schmidt was the old "shut-the-gates-of-mercy" coach we had at Ohio State when it was playing Michigan for the first time after he came there. Michigan had beaten us four or five times, and had given us a pretty good trouncing. Somebody said to Coach Schmidt the night before that game, "What do you think about this Michigan team? They have been beating Ohio State right along." And he said, "Oh, those boys put their pants on one leg at a time the same as we do." And that led to the Pants Club at Ohio State, and every championship team that beats Michigan always gets a little gold fob with a pair of football pants on it. I say we have made up a little on them. We beat them in track last year, Mr. Chairman, the first time in a long time, and we have a song which memorializes our attitude toward Michgan. I guess they have got one, too.

I am very happy today to take this significant part in honoring Marlin Bishop. He won your Canning Crops Contest, sponsored by the National Junior Vegetable Growers Association and the National Canners Association. Bishop's prize crop was tomatoes, which were produced on slightly more than five acres on which he averaged 18¼ tons per acre. He delivered the tomatoes to the H. J. Heinz Company at Fremont, Ohio. And he made a profit after all costs of $1,387.21, and I ask you if that isn't a good job for a kid in high school.

Marlin, as long as we have boys like you in this program, the developments of tomorrow will challenge the very best of your leadership, I assure you, in the processes of production, and the processes of making the products of the farm available to the ultimate consumer. And you know as much about the developments in the last few years as I do. It has been an amazing period. As long as we have leadership like you growing up in the various communities of our country—and it isn't really limited to Ohio; there are other states that have contributed a bit—I don't have any fear that when that population curve passes the line of present production we will be able to meet the challenge of that day. As long as this country of yours and mine remains free, and these boys' creative genius is permitted to apply itself to the problems of tomorrow, and as long as there is a return upon the effort that they make, I have no fear for the future of this country.

And likewise, if we want to preserve the peace that I mentioned a moment ago, to which our President is so devotedly dedicated, we will be able to lead the other nations of the world to the place where they won't starve, and where the average life will not be 29 years, and where they will not be too emaciated to do even a half-day's work.

That is the challenge to America, and I am very happy that young leaders are coming on like Marlin Bishop to assume the responsibilities against that day of great need.

Marlin, I congratulate you, and I am very proud of you, and I hope for you the same success in your college work that you have had in high school, and then your habits and character will be so fixed that you will go on to great success in life.

Acceptance of Canning Crops Contest Award

By Gary Marlin Bishop, Winner, 1956 Canning Crops Contest

Thank you, Senator Bricker. I thank you and the National Junior Vegetable Growers Association and the National Canners Association, for this award. I deeply appreciate it.

I would like to say that on my tomato project I tried to use recommended cultures, such as soil testing, transplanting. In the soil tests by the Ohio State University, they found it top-heavy in all basic elements. All the transplanting was done at a heavy rate of 3,300 plants an acre, and, of course, a program was used to control light and insect diseases.

I would like to say I have had the privilege of meeting Vice President Nixon, Governor Adams, Secretary Morse, also Congressman Betts, and it has certainly been a thrill and education to come to Washington, D. C.

Thank you.

Congratulations of the N.C.A.

By A. Edward Brown, 1957 President, National Canners Association

Marlin, I would like to add, on behalf of all these men and women here, the congratulations of the National Canners Association to those which have been so well expressed by the Senator from your own state.

It has been a real pleasure to have you at this meeting.

Definition of Canner-Grower Problem

**By P. K. Shoemaker,
Canner-Grower Coordinating
Committee**

Secretary Benson has described the problem in this way:

It is possible that a generation hence, agricultural historians will refer to the 1950's as the "Decade of the Scientific Breakthrough." Historians will compare it with the industrial revolution of the late 18th and 19th centuries. They will interpret farm issues of the present day in the light of the technological revolution. They will judge the wisdom of the decisions now being made on the basis of whether or not there was an awareness of this new dimension in the field of farm policy. These changes are so close to us that we do not fully perceive their meaning. The technological revolution in agriculture might well be called the blind spot in present farm policy. During World War II, the revolution reached the explosive stage—in which stage we find ourselves today.

At the present time, we have about 4.8 million farm units in the U. S. Slightly less than 2 million of these are what we commonly call commercial family farms. The remainder are in effect part-time or quasi-subsistence farms. They contribute relatively little to the commercial flow of food and fiber in this country. Indeed, the top 2 million of our farms produce approximately 90 percent of all food and fiber entering into commercial trade. These 2 million farms undergird a continuing supply of food and fiber for our growing population.

More and more people are becoming convinced that all the farm plans tried so far and all the billions of dollars spent to carry out these plans are not solving the farm problem.

Secretary Benson puts the feeling into these words: "After 25 years of controlling agriculture, we have failed."

Since 1951, the annual cost of government-financed farm programs has soared from $1.2 billion to $5 billion.

Investment by the U. S. government in buying up surplus farm products has grown from $1.8 billion in 1951 to a total of $8.3 billion at present. Yet the financial situation of the farmer has deteriorated almost steadily since 1951. Farm prices have fallen while virtually all other prices have been rising. Farm income has declined while most Americans have enjoyed increasing prosperity.

At the same time, surpluses of farm products have increased instead of declined. Farm production has gone up, not down. But the basic aim of nearly every farm plan yet adopted has been to reduce production and prevent the market from being flooded with price-depressing surpluses.

This means, farm experts are pointing out, that the farm plans tried so far not only have failed to bring the American farmer prosperity—they have failed to solve his problem of overproduction.

Result: A new search is now going on for a solution to the farm problem.

An entirely different approach to the farm problem, however, is now being suggested by Secretary Benson. His ideas have not yet been formulated into a legislative proposal. But what they appear to add up to is this: Quit trying to control production and start trying to enlarge the markets for farm products.

Mr. Benson says: "Since we apparently cannot legislate scarcity, we must learn how to live with abundance. If any product is abundant, it cannot long be priced as if it were scarce. If farm products are abundant, the need and the challenge is to build markets so that this abundance can be used. We cannot build markets by pricing ourselves out of them."

Carlos Campbell has pictured the problem of canner-grower relations recently in his article about "The Canning Story." He wrote:

The Department of Agriculture market basket report reveals the fact that the growers of fruits and vegetables for canning were the only farmers producing food for the market basket whose share of the consumer's dollar was as large in 1956 as it was nine years earlier. This was accomplished with an increase of 50 percent in tonnage in nine years. During this same period the population increase was only 15 percent. Comparable data are not available for fruits produced for processing, but the increase in the canned pack of fruits exceeded the population increase.

In the case of the market basket, which is a comparable unit of food both in terms of the food items included and the services rendered in processing and distribution, the increase in processing and marketing costs for the whole basket was about 27 percent. The marketing margin increased for all but two groups in the market basket, fats and oils, and processed fruits and vegetables. For canned fruits and vegetables, the cost of processing and all distributing costs average $72.26 for the 1947-49 base. However in 1956, payments to processors and other marketing agencies for the same services on the same quantities totaled only $71.88, a decline of 38¢. In this connection it is significant to note that for the dairy products included in the market basket, the 1947-49 marketing costs were $77.49. By 1956 these costs had advanced to $100.01, an increase of $22.52. The marketing costs of some of the other food groups of the market basket increased even more.

Attention is called to the comparison between canned fruits and vegetables and dairy products because these two food groups are marketed under widely different marketing systems. Marketing agreements are used in the dairy industry, principally for fresh milk. Other government aids and supports characterize the marketing of most of the other dairy products. The canning industry, on the other hand, received no support from the government and marketing orders are not used except for one fruit item. It might be more nearly comparable to compare the fresh fruit and vegetable component of the market basket with the processed fruit and vegetable component. The fresh fruit and vegetable marketing costs during the base 1947-49 was $61.72. For 1956, marketing the same volume cost $79.73, an increase of $18.01. There are, no doubt, many factors that have contributed to the increase in the marketing of fresh fruits and vegetables during the same period that the marketing costs of canned fruits and vegetables remained constant, in fact declined slightly. The fact does remain, however, that marketing orders are widely used for fresh fruits and vegetables, and not in canning.

It can hardly be contended that these advantages noted for processed fruits and vegetables are the result of canners and distributors of canned fruits and vegetables being any smarter than the processors and distributors of the other food components in the market basket. It is more likely that the holding down of marketing costs is a reflection of the keen competition that obtains in any industry not encumbered with inefficient monopolistic controls. Either government or so-called self-help industry monopolies like marketing agreements.

Increasing the market outlet for a farmer's crop is not in itself the full measure of the improvement of the welfare of the farmer who grows vegetables for canning. Such improved welfare is usually measured in terms of income. Unfortunately, too much emphasis has been placed on a stabilized or parity price per unit of production as a measure of the farmer's welfare. Such a criterion is associated with a static agriculture. Farmers who are interested in moving ahead and who have efficiency to sell are concerned with increased income. They want the opportunity to grow and market more and more tons of vegetables provided, of course, the efficiency with which that increased production is marketed gives them an expanded net income. Such has been the experience of farmers who have grown vegetables for processing during this period of study.

The 1956 crop of vegetables for processing yielded an income of $315 million at the farm.

This compares with a farm income of $213 million for the average of 1947-49 period. Thus the 1956 crop returned to the farmer a gross income of 148 percent of the income for the base years. When one takes into account the lower unit growing and harvesting costs which usually accompany the production of larger crops, it can be concluded that the percentage increase in the farmer's net income in 1956 was larger than the 48 percent indicated above.

It might be worthwhile to reflect on the basic differences between the marketing of fruits and vegetables through canning under a free competitive system, and the marketing of other farm crops under various types of controls. Government aids, such as price supports, soil banks, etc., as well as producer monopolistic controls under marketing agreements, have one common short-sighted objective. This is to raise the price to the grower now without any regard to his future welfare. Thus these control schemes tend to abnormally stimulate production and pay little or no attention to encouraging increased consumption of the food the farmer produces. This invariably leads to further stimulus of production with increased marketing headaches.

The system of marketing used by the canning industry is characterized by (1) maintaining freedom for the farmer to run his own business, to grow what crops he wants and in the amounts he chooses, (2) the freedom of the canner to work out his own marketing methods including processing and selling of the finished products, and (3) freedom from monopolistic controls, with price determined by competition.

And Tom Anderson, in his column "Straight Talk" in the February issue of *Farm and Ranch*, described "The One That Will Work." Mr. Anderson said:

We have had programs for everybody who called himself a farmer and for many who didn't—programs which plowed under pigs, which paid individuals vast amounts of money for not farming, which encouraged people to produce for government instead of for market.

I think many of these plans were ill-conceived, poorly administered, and self-defeating. They carried us down the wrong road. Any plan which doesn't lead in the direction of a free, de-controlled, de-subsidized, supply-and-demand agriculture is not a good plan and is not good for the American people.

The only farm plan that will work—that has ever worked satisfactorily—is a free market. Let's get back to it.

The Need for a Canner-Grower Program

By Howard T. Cumming

While I am not a member of the Canner-Grower Coordinating Committee, I seem to have been drafted to relate a horrible experience to illustrate one of our industry needs, and as a result of which it is possible to point out one of the aims of the Committee. While the scope of the Committee covers a broad field and goes way beyond considerations of marketing agreements and orders, this experience relates to that subject.

Over the years a few of us New York canners, through an experience in Washington fighting marketing agreement legislation, had gained a speaking acquaintance with the general subject. But we were woefully ignorant as to the use of marketing agreements at a state level. We knew that they had been employed in California—particularly on peaches—but with what success from a canner or grower point of view, we simply didn't know. We had never discussed the subject with our growers, partly because we were not informed and partly because we had no organized way of doing so. And perhaps I may add because we were asleep at the switch.

Last fall we were rudely awakened. We learned that a group of potato growers had gone to Albany to enlist the support of the Commissioner of Agriculture, in an effort to secure legislation that would permit the use of marketing agreements and orders. We learned further that the growers of fruits and vegetables for processing had gotten on the band wagon. We learned that they had found a sympathetic ear and that two series of hearings had been set up to explore the subject. We were advised by our best informed and most reliable friends to be guided by Senator Irwin, who was Chairman of the State Legislative Advisory Committee on Agriculture and Chairman of the Committee on Finance.

He was by all odds the key figure in the whole procedure. Senator Irwin, over a period of several months, insisted that the hearings were for exploratory purposes only, that any bills being discussed such as the Colorado bill, which later took the name of the Greenberg Bill in our legislature, were simply to give point to the discussion, and that no legislation would be introduced this year. Even after the Republican legislative program, calling among other things for marketing agreement legislation, was published, Senator Irwin maintained the same position with us. We of course went on record in opposition but did not conduct an active campaign.

The shock came on February 21 when we learned that Senator Irwin himself had introduced a bill permitting marketing agreement procedure. He was being subjected to tremendous pressure from the leaders of farm organizations to act as he did.

At any rate, the fight was on. We demanded and got a public hearing. At that hearing, which lasted five hours, we pled our case to the best of our ability. We produced 30 or 40 grower witnesses in opposition, the majority of whom were members of the very organizations whose leaders were supporting the bill. Within a few days the bill was reported out of Senator Irwin's committee to which it had been referred. It passed both houses by a big majority, was signed by the Governor and is now the law of the state. I could entertain you for an hour easily with details and interesting sidelights but it would be out of place now and is unnecessary.

As we look back on the experience there are some lessons to be learned from it, certainly by us, and perhaps by some of you who may very well be threatened with the same thing.

It isn't pleasant to make a semi-public confession of weakness and negligence. But it may be in the general canner interest even though few if any of you are guilty of the same faults.

(1) We were not alert to the possibility of being brought under a state marketing order law.

(2) We were not informed as to the implications to our businesses or that of our growers under those circumstances.

(3) We failed to accurately guage the pressure for such legislation.

(4) We failed to measure our political weakness in a situation where strength was demanded.

(5) We didn't understand the position or the strength of the farm organizations in our state.

(6) We were not well enough informed on the experience elsewhere to develop the best possible case.

(7) We had failed to keep our own growers informed, 65 percent of whom didn't know of the effort to secure this legislation.

I hope I am fair in expressing these judgments. I don't want to be inaccurate. And certainly I want to say the secretary of our Association and the members of our committee that carried the ball gave unlimited time, their very best judgment, and their complete devotion to the job we had in hand. While we think we may honestly say now that we were licked before we started and didn't know it, we were not well prepared to meet the situation we faced.

Looking to the future, what is to be learned from this experience?

(1) Surely canners in states where marketing agreements legislation is not in effect should be aware of the fact that it is a possibility and may come suddenly.

(2) Most certainly you should be informed on the subject and keep your own growers fully informed.

(3) And, above all, you should create a relationship with your growers and the leaders of farm organizations in your state that enables you to freely and fairly discuss this subject and all others that concern you both. I can't emphasize this last point too strongly. Gentlemen, it is our job as individual canners to see to it that we not only preach but practice the thesis that our growers are our business partners. We'll never be able to fully satisfy all their hopes and we don't need to surrender our independence; but we can—and I believe should—understand their problems and let them understand ours. If we conduct ourselves properly, aggressively and with fairness, we will have promoted our own interest and theirs. If we do it in a friendly and cooperative fashion rather than in an atmosphere of struggle and perhaps publicly before some legislative body, we will be more successful canners and serve a more useful purpose.

It is my understanding that it is one of the aims of this Committee to help us do just that. I would emphasize the verb "help." Neither the N.C.A. nor any of its committees can do this job for us. They can inform us and guide us but the job must be done by us, and at the grass roots. Let's resolve to do a better job of it in the future.

A Canner-Grower Program

By P. K. Shoemaker,
Canner-Grower Coordinating Committee

Our objective: Let's explain the fact that the marketing system used by our segment of agriculture—crop contracting—has provided our growers with the largest net returns, greater security of a market for his crop, and an opportunity to expand his production.

We believe that the "Canning Industry Story" can de developed in such a manner as to convince any reasonable person of the justice of our present system of buying crops. The market basket figures given earlier support this belief.

The "Canning Industry Story" is being developed by the N.C.A. staff and will be issued in the near future.

The Individual Canner's Job

You and I can conscientiously examine our own company-grower relationship by asking ourselves some direct questions:

(1) Do I look upon growers as partners; do I treat them as equal or do I talk down to them?

(2) Do I hold meetings with them and discuss only farm subjects, or do I share other information with them about my company, inventories, market conditions, etc.? Do I permit questions and discussions at our meetings?

Community Relations—Grower opinion is influenced considerably by bankers, news editors, businessmen's organizations, schools, etc. I could take advantage of every opportunity to present the "Canning Industry Story" to local groups. Sometimes it is possible to make opportunities to present our story.

It is recognized that we will give special consideration to each speech—depending upon the location—and if necessary, provide a speaker.

N.C.A. Committee and Staff

The role of the Association and the operations of the Canner-Grower Coordinating Committee and staff can be divided into three areas:

(1) Spread the "Canning Industry Story" and be alert to developments affecting the canning industry, to—

(a) farm organizations, such as the Farm Bureau, National Council of Farmer Cooperatives, Grange, etc. (individual staff members will be assigned the job of becoming better acquainted with the Washington staff of each of these organizations).

(b) sell the "Canning Industry Story" to research and extension specialists in horticulture and agricultural economics in our agricultural colleges and universities.

(c) USDA, GMA Agricultural Committees.

(d) Agriculture Committees of the House and Senate, and the legislative liaison between the Administrative branches and Congress.

(2) Promote public relations activities designed to create an atmosphere favorable to canners and the canning industry among the news disseminating agencies, the farm organizations, the government, and the public. The Youth Program is an example. Another example that might be suggested is a meeting with the editors of farm journals such as has been done with the food editors.

(3) Recognizing the urgency of this problem and the long-range aspects of this program, Mr. Campbell, Mr. Brown, Mr. Burns and the Canner-Grower Coordinating Committee have given this program a very high priority. Members of our N.C.A. staff and any of our facilities will be used to assure prompt and effective implementation of this program.

State Associations

State Associations should be operated at the state level in substantially the same manner as the N.C.A. operates at the national level.

(a) Most of the farm groups have organizations within each state. Furthermore, some have local committees that are quite important in the development of national policy.

(b) Knowing the State Agricultural Commissioner or Secretary of Agriculture may also be an important activity for the State Secretary not only to promote the "Canning Industry Story" but for other reasons.

(c) Since many of the states are now faced with the state counterpart of the federal marketing order legislation, it is certainly important that the agricultural committees in both Houses of the State Legislature should be given the "Canning Industry Story" for that state. New York, California, and Wisconsin are involved with this type of legislation and other states may soon be.

State Secretaries can also be of considerable assistance to their canner members, particularly in arranging for local meetings and in helping prepare the local color section of the canner speech.

In addition, State Associations should be constantly alert to any movement that may be started by individuals or small groups within the state and report to the over-all Co-ordinating Committee in order that appropriate measures may be taken to prevent the spread of the brush fire.

Charge of Responsibility

Mr. Cumming and Mr. Hudson told us a year and a half ago, in Atlantic City, that we had reason to be proud of our performance in agriculture. Recent developments have confirmed their story and convinced our committee that we're headed down the right road, but, we are just getting started.

Speaking for the Canner-Grower Coordinating Committee members, we recognize that the N.C.A. staff and State associations can perform their functions very well.

The effectiveness of this program and the benefits derived from it will be totally dependent upon the sincere and conscientious effort that you and I as individual canners put into our own Canner-Grower Relations Program, and how effectively we use the "Canning Industry Story."

Program and Activities of the Fishery Products Division

By George E. Steele, Jr.,
Director, Fishery
Products Division

Seafoods were among the first products canned by the process of heat sterilization of food in hermetically sealed containers. While authorities are not in complete agreement as to who was the first man to can food in the United States, three men share the honors as the pioneers of the American canning industry. Two of these men, Thomas Kensett and Ezra Daggett, began packing salmon, lobsters and oysters in New York in 1819.

From this pioneering effort the canned fish industry continued to grow and in 1921 the value of the canned fish pack was estimated at 78 million dollars ($77,956,913). Thirty-five years later, in 1956, the canned fish pack was valued at 347 million dollars ($347,566,000), a four-fold increase. From the beginning of N.C.A.'s fifty years of service the canned fish industry has supported the program of the Association.

Continuing our brief historical sketch of the canned fish industry, it was in 1946 that the National Canners Association implemented its program to include individual and specialized services for fish canners. In 1947 the Committee on Board Apportionment recommended "that the number of canned fish and sea food directors be considered separately on the basis of the same production and area limitations that apply to all other commodities." In that same year the Association's Canned Fish and Sea Food Committee approved a statement of policy to guide the staff of what was then known as the Canned Fish and Sea Food Service of the National Canners Association. This policy statement provided in part that the Service should coordinate the activities of other divisions of the N.C.A. to assure that proper emphasis be given the canned fish and sea food industry in all of the functions of the Association and to disseminate to the industry all information on problems confronting fish and sea food canners. This was the beginning of the development of the program of work which is the basis of operation of today's Fishery Products Division.

Before reviewing the program of the Fishery Products Division, let us take a few minutes to consider the position of the fish canner with relation to other canners.

For the purposes of this discussion, let us say that the canner of any product has three areas of concern regarding his pack:

(1) The product in the raw state—the Raw Product
(2) The product as it is being processed—the Processed Product
(3) The product for sale—the Product of Commerce

Let us first examine the position of the fish canner in relation to other canners with respect to the first of these areas of concern—the Raw Product.

The sea is to the fish canner what the soil is to the canner of an agricultural pack. The differences, however, between these two sources of raw products are significantly great. Let us examine some of these differences:

(1) The soil is within the continental limits of the United States or its territories, and the legal jurisdiction over the soil and products of the soil are limited to local, state, and federal agencies, whereas the seas from which most of the fish for canning comes are outside the territorial waters of the U. S. These seas are either international or are being claimed to be within the jurisdiction of foreign coastal nations. This means—in addition to being affected and concerned with the action of local, state, and federal agencies—the fish packer must depend on a raw product which is and has been the subject of great international controversy. A vote in the United Nations, a decision in the world court, an agreement in a regional international conference in some obscure corner of the world can be as critical, in some cases more critical, to the fish canner than action taken in the Congress or Supreme Court of the U. S.

(2) The science of the sea and its yield differ greatly from the science of the soil and its yield. In the first place, we are much further advanced in our knowledge of the soil than we are of the sea. For many years the harvests of the oceans were regrettably considered to be inexhaustible, and therefore little effort was made even by the fishing industry to promote the study of the myriad of complexities of ocean life. This apathetic attitude of the industry, the vastness of the ocean areas, and the high costs of such investigations have so retarded the development of marine science that fishery science is many years behind other fields of scientific knowledge such as the various soil and agricultural sciences. Even in the knowledgeable areas of marine science—not to use a pun—the fluid nature of the ocean makes it much more difficult to effect constructive and definite results than is the case with a given soil area.

A good example of this situation is the almost legendary disappearance of the California sardine. In the days immortalized by Steinbeck's *Cannery Row*, the California sardines yielded the largest catch of any American fishery. Then suddenly in 1952, without warning, the small pilchards which supported this big segment of the fish canning industry disappeared. The value of the California sardine pack fell from $19 million in 1951 to less than a million. Why did they disappear? Where did they go? When will they return? These are all unanswered questions. Perhaps we will not know the answers until the science of the sea learns more of the secrets of the sea. But this dramatically points up that every fish canner is dependent upon the sea for his survival, and further that the survival of every fish canner is continually jeopardized by the dismal ignorance that pervades practically every area of the science of the sea.

There are many hazards, fears, and problems which are individually distinct problems facing every fish canner because of his dependence upon the sea for his raw product. It is because of these problems which hold no threats to any canner except the fish canner that necessitates the first major function of the Fishery Products Division:

To supplement the existing N.C.A. program, where necessary in order to better serve the specialized interests of fish canners.

Let us take a few minutes to review briefly some examples of this phase of the Fish Division's program, and how we attempt to give specialized service to these specialized problems.

International

I have already touched upon the international character of the fish canning industry by pointing out that many of the fish canner's problems arise from his dependence upon international waters for his raw product.

One of the most critical areas in this regard is the codification of the "Law of the Sea." This subject has been especially prominent on the international agenda for the past five years. It primarily developed from the efforts of many foreign nations to extend their territorial waters and limits of jurisdiction over fishing activity. For example, there was a substantially supported move to extend fisheries jurisdiction as far as 200 miles from the coast or the entire distance of the continental shelf, whichever was greater. This would have resulted in the complete elimination of several major American fisheries and would have severely reduced others. We are hopeful that we have somewhat reduced this ambition, but it is far from a closed issue, and it is very possible that our historical precedent of three miles of territorial waters will be changed in the current codification of the "Law of the Sea."

Just how does the Fishery Products Division attempt to represent the interests of the fish canner in such international controversies as this?

(1) There is a group of representatives from all segments of the fishing industry which advises and counsels the Department of State on all matters pertaining to fish. Your Direc-

tor of the Fishery Products Division is a member of this Fishing Industry Advisory Committee to the Department of State and actively participates in the meetings of this group which are held several times a year throughout the nation.

(2) We maintain constant liaison with officials of the Department of State, particularly with the Office of the Special Assistant to the Under Secretary of State for Fisheries and Wildlife. This includes day-to-day and in some instances hour-to-hour contact with State Department officials.

(3) Since coming with the Association, I have attended most of the international conferences concerned with fishery problems, including a specialized conference of the Organization of American States in the Dominican Republic and meetings of a special committee of the United Nations in New York City. At each of these conferences I served as an industry observer and advisor to the American delegation or to State Department officials participating in the meeting. My job is to keep fish canner members informed of developments on these crucial fronts and, in turn, to reflect the thinking and desires of the fish canner interests to the American representatives attending these sessions.

(4) Another international organization of concern to fish canners is the Food and Agriculture Organization of the United Nations which also considers and makes recommendations regarding the conservation and utilization of the world's fishery resources. Once again, the fish canner is kept informed and his interests represented in this international organization by our membership and participation in the U. S. FAO Interagency Committee.

(5) The fish canner is also vitally interested in any action or development affecting canned fish as a commodity of world trade, both as a competitive import and as a marketable export. In order to keep the fish canner informed and to be sure that appropriate representation of fish canner views is accomplished in this area, your staff representative maintains liaison with government officials concerned with world trade. These include the Office of International Trade and Resources, the Bureau of Economic Affairs, and the Trade Agreements Division of the Department of State; The Food Industries Division of the Department of Commerce; the U. S. Tariff Commission; and the Committee for Reciprocity Information.

Again, time does not permit further elaboration on our activities in this specialized area of interest of the fish canner—the International Area. However, I hope that I have given you some idea of why the fish canner is so vitally interested in this area, and how we try to implement this interest in the specialized portion of the Fish Division's program.

Fish and Wildlife Service

Turning now to another specialized area of interest, of sole concern to the fish canner, we come to the government agency in which is vested most of the direct federal fishery functions—the Fish and Wildlife Service of the Department of the Interior. The Fish and Wildlife Service is to the fish canner as the Department of Agriculture is to the agricultural canner. This agency is charged with great responsibility in many areas, all vital and of direct interest to the fish canner. Some of the more important functions include efforts to correct the deficiencies, which I have already cited, in marine science and biology.

In this connection the Fish Division keeps abreast of all fishery research programs concerned with fish for the canning industry. This enables us to counsel with the Fish and Wildlife Service on industry reaction and suggestions for improving the research program. In most cases N.C.A. is asked for comments and suggestions on the development and progress of the research programs.

In addition to biological research the Fish and Wildlife Service has a very active division of Industrial Research and Services. This division includes a branch of economics, concerned with the relative position of the fishing industry to the national economy. One example of our work with this FAWS function was the recently completed National Household Survey of Consumer Preferences for Canned Fish and Shellfish. N.C.A. was concerned with this project from the initial idea of the project, to supplying questions for the surveyors, and suggesting analysis of the information in the most usable commercial form. The premiere report on this study was presented at our last convention. We are now helping the Service develop a follow-up survey to the one just mentioned as well as a periodical market analysis contracting with some national marketing research organizations such as Nielsen, or Market Research Corporation.

Another Fish and Wildlife Service activity with which we work very closely is the Branch of Market Development. We are constantly asked by the Service to assist with such projects as promotion of fish in the School Lunch Program, the development and expansion of foreign markets for fishery products, and plans for handling emergency supply and demand situations.

Time will not permit briefing other vital Fish and Wildlife Service functions such as their management of regulation of the Alaskan fishery, administration of a special federal loan program for fishermen, and the operation of an exploratory fishing program.

I have just been appointed as a member of a recently created industry advisory committee of the Fish and Wildlife Service; and through constant personal liaison with personnel of the Service, once again we will strive to accomplish the two-way street—of information to and recommendations from the fish canners with regard to the operations and plans of the Fish and Wildlife Service.

The next function of the Fish Division that I would like to discuss is really two separate functions. I am referring to the legislative activities of the Division.

Legislation

The first legislative concern of the Division is with those matters which are primarily the exclusive domain of the fish canner or in which he has a special interest. Many of these legislative matters derive from the unique fish canner problems. For example, last year was a very active fishery legislation year inasmuch as the Congress completely reorganized the Fish and Wildlife Service. This reorganization was initiated and supported because the Congress and the Interior Department recognized, along with commercial fishery organizations, that the program of the Service in behalf of the commercial fishery interests should be substantially strengthened.

The Fishery Products Division maintained a constant vigil over the development and progress of this piece of legislation and with the help of Bob Heiney and our legislative staff made every effort to insure that the interests of our fish canner members were adequately accommodated. As the Fish and Wildlife Service proceeds with the reorganization, our efforts are still sustained, with the objective of implementing the reorganization procedures in a manner compatible with the needs of the fish canning industry.

Of course, as is with the case of all legislative programs, there is the inhibitory side, in this case seeking to prevent the passage of legislation harmful to fish canners. One notable example of this is our effort to block the perennial attempt to transfer control and jurisdiction of the Alaskan fisheries from the Department of the Interior to the Territory of Alaska.

In other words, we follow the standard N.C.A. operating procedure in this specialized legislative area by maintaining intimate familiarity with all legislative activities affecting the canned fish industry, keeping fish canners informed so that they in turn can make their views known to their Congressmen.

I shall consider the second legislative function of the Division a little later.

The last specialized function of the Division which I would like to note here is the publication of the weekly *Fishery Information Bulletin.*

Fishery Information Bulletin

As you gentlemen know, the Information Division publishes the weekly Information Letter. This contains news of government action and other Washington developments which every canner should have for the conduct of his business. Because of the specialized areas of government activity affecting the fish canners, the Fishery Products Division publishes the weekly *Fishery Information Bulletin* as a supplement to the regular Information Letter. With the assistance of the Editor of the Information Letter, Leonard K. Lobred, the *Fishery Information Bulletin* furnishes fish canner members detailed and comprehensive factual information about the executive and legislative branches of government and other Washington and international developments which are of primary concern to canned fish members. The Division also issues special bulletins when immediate action or consideration is important.

So much for the functions of the Fishery Products Division that are tailored to meet the specialized needs of the fish canner. Let us at this point consider again the "areas of concern" which we have established for all canners.

We have already discussed that in the first area—the Raw Product—or in the source of the raw product there is a great difference between the interest of the fish canner and other canners. In the last two areas—the Processed Product and the Product of Commerce we find there is a homogeneous interest, and corollary common problems for the fish canner and the canners of other products. As far as the program and service of the National Canners Association is concerned, there is not much difference in the service required or rendered for a can of corn or a can of fish from the initiation of processing to the point of sale.

It is the similarity of interest in the problems and developments in the second and third areas (the Processed Product and the Product of Commerce) between the fish canner and the other canners that is the basis for the second primary function of the Fishery Products Division:

To focus the general N.C.A. program on fish canner problems.

This coordination of effort of the other divisions and activities of N.C.A. related to fish canners is a continuous function involving from time to time every phase of the Association's operation. Since most of you are familiar with the operations of other divisions, I will not cover this in too much detail, but I would like to cite a few representative examples.

Tuna Standards

For the past six years the tuna industry has been working toward the promulgation of a standard of identity and fill of container for canned tuna. Following the precedent of other segments of the canning industry in promulgating standards, N.C.A. was asked to take the lead in developing the tuna standards.

As is the case with the promulgation of all standards, the primary responsibility rests with the Counsel's office, the Research Laboratories and the Labeling Research Division. Our job in the Fish Division in this regard is to be the office boy for the operation, keeping the industry informed of the developments and in turn reporting the industry's views to other N.C.A. staff personnel.

The voluntary petition for the standard was filed this past year, and we are now following up the final Food and Drug Administration order and doing what we can to assist tuna canners in answering the objections filed to the standard and in preparing to comply with the provisions of the new standard.

Legislation

As I have already pointed out, the Fishery Products Division has two areas of responsibility with regard to legislative activities. We have discussed the specialized legislative program. A second responsibility in this area is to work closely with the general N.C.A. legislative staff and Counsel on legislation which affects both the fish canners and other canners. A good current example of this is with respect to the pending wage-hour legislation which proposes the elimination of the fishery overtime exemption provision. We in the Fish Division cooperate and work closely with Bob Heiney, N.C.A. Counsel, and the Legislative Committee in following closely the development of the wage-hour amendments. We keep in constant contact with fish canner members, enabling them and urging them to take action on the specific proposals affecting fish canners.

Research

In addition to the development of tuna standards, the Fish Division is almost constantly working with the Research Laboratories on many other fish canner problems, such as the value and acceptability of newly suggested additives, analysis and comparative quality of foreign produced fishery packs and the development of new fishery products.

Consumer Service Division

One of the biggest concerns of the entire fishing industry is our past inability to increase the per capita consumption of fishery products. One of the Division's major efforts in this regard is to work with Katherine Smith and the Consumer Service Division in coordinating the work of her Division with the promotion and consumer education efforts of industry and government agencies on fishery products.

I hope these few examples that I have just cited give you some idea of how we in the Fish Division try to carry out the second phase of our program: To focus the general N.C.A. program on fish canner problems.

In summary, the primary function of the Fishery Products Division is to serve the members of the National Canners Association who pack fish and fishery products. The Fish Division is most concerned with the special fish canner problems not dealt with by the regular functional divisions of the Association. In addition, the Division serves fish canners as their representative on the N.C.A. staff so as to enable them to take full advantage of the regular N.C.A. services.

The Fish Canner's Interest

By H. R. Robinson, Chairman, Fishery Products Committee, National Canners Association

You have just heard the Director of the Fishery Products Division delineate the functions and activities of the Fishery Products Division. It might be of interest to you that one out of four members of the N.C.A. handle canned fishery products in some manner.

The personnel of the Fishery Products Division consists of two people, George Steele, the Director, and his assistant, Sallie Vance. Behind the staff is the Fishery Products Committee consisting of 12 men representing the entire canned fish industry by geographic region and commodity. It is our job on the Committee to establish the policy of the Division, suggest the manner in which this policy should be implemented, and to keep a check on the success of the program. In other words the Committee is the captain and the Director is the helmsman.

Carlos Campbell, in referring to the Fishery Products Division, has said in the past that the Fish Division is really "an association within an association." As George has just pointed out, the fishing industry has many unique problems different and apart from the problems commonly incurred by other canners. You will remember his explanation of our continuing fight to preserve the freedom of the

seas. You gentlemen, in the agriculture field, own a piece of property, plant your seeds, nurture your crops, and harvest your yields. We poor fish people don't own the seas, can't effectively seed the oceans, and what's more, can't even catch our fish in an unmolested manner.

George, I think, has shown very well how the Division tries to be of help in this whole area. It was also pointed out that there are many problems which are similar to the fish canner and to other canners, and to us in the canned fish industry we look to George to represent us in the regular N.C.A. program. When we have any complaints or suggestions, we go to the Fish Division to be our spokesman.

In other words, the Fish Division is the N.C.A. to those of us who can fish and fishery products.

Report of the Convention Program Committee

By E. E. Burns, Chairman

The Convention Program Committee met yesterday afternoon. It proposes that the schedule of events and program for next year's Convention in Atlantic City, and possibly for succeeding years, follow the general scheme which apparently was so successful this past February.

We have suggested a few variations, however:

First, that the annual meeting be held on Monday rather than on Saturday, as has been the case. Following the annual meeting, at which a top figure will be the principal speaker, there will be two general sessions—one on Tuesday morning and one on Wednesday morning. The Tuesday morning program is to be devoted to marketing and sales and broker relations, with the afternoon for the Food Editors Conference. The Wednesday morning program will cover research subjects of a general character.

Second, it is proposed that we continue the technical luncheon meetings as inaugurated in Chicago in February, but with the addition that Thursday morning will be available for technical meetings.

Third, the 50th anniversary banquet was so well received that we propose that N.C.A. sponsor annually a banquet and entertainment, but with this change: we suggest that it be open to all in attendance at the Convention and that it be a self-sustaining event. Since the brokers are not affiliated with us as an association this coming January, we feel that an N.C.A.-sponsored banquet and entertainment would fill the gap in the past held by N.F.B.A.'s annual Atlantic City banquet.

The theme for the 1958 Convention, our 51st, will probably be "The New Fifty." We plan to continue the short morning skits to assure promptness at the general sessions.

To recapitulate, 1958 at Atlantic City looks like this:

Saturday and Sunday, January 18 and 19—Committee meetings and Administrative Council and Board of Directors;

Monday, January 20—the Annual Meeting at 10 a.m.

Tuesday, January 21—a general session on marketing, sales, and broker relations at 10 a.m., followed by the annual Food Editors Conference.

Wednesday, January 22—a general session on research at 10 a.m.

There will be technical sessions at lunch each day, Monday through Wednesday. In addition, Thursday morning will be available for technical sessions.

In all other respects, we assume that the Convention will develop along the historical pattern. Whatever further modifications seem desirable will be worked out with our sister association, the Canning Machinery and Supplies Association, and the cooperating groups such as the Old Guard, the Young Guard, and the Forty-Niners.

N.C.A.'s staff assures me that these groups have always cooperated fully in the planning and staging of the Convention. We look forward to 1958 being a record beater in program content, canning industry attendance, and in interest and profit to the canning industry.

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